ABSTRACT OF THE DISCLOSURE

When implementing a customer portal site in a CRM system, ~~fine service meeting~~ specialized services satisfying respective customers can be provided, and labor required for creation and operation of the portal site is saved. Contents are managed in three classes: common contents for unspecific customers, default contents serving as defaults, and personal contents for specific customers. When creating default contents from the common contents, the default contents are created on the basis of a customer profile, a profile of a sales task member, and related information of other customers. The default contents are further processed with due regard to data of an individual customer to obtain personal contents. ~~And the~~ The personal contents are used as data for display in the portal site of the customer.